



WEWS

ORDER

Flight Dates **10/08/12-10/14/12**

Contract / Revision **313863 /**

Original Date / Revision
10/04/12 10/05/12

Advertiser **Republican Senate Campaig**

Agency **Midwest Communications &**

Buying Contact

**49 S Grant Avenue
Columbus, OH 43125**

Product

Agency Com 15%

Billing Contact

**7720 Benson Road
Carroll, OH 43112**

Sales Office WEWSL

Sales Region LOC

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Bill Young

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Bill Young | 100% | | |

Order Share 100% Market Value 59350

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | 0 |
| UNKWN | % | 0 |
| WBNX | % | 0 |
| WDLI | % | 0 |
| WEAO | % | 0 |
| WGGN | % | 0 |
| WJW | % | 0 |
| WKYC | % | 0 |
| WMFD | % | 0 |
| WOAC | % | 0 |
| WOIO | % | 0 |
| WQHS | % | 0 |
| WUAB | % | 0 |
| WVIZ | % | 0 |
| WVPX | % | 0 |

Order Totals

| Month | # of Spots | Net Amount | Gross Amount | Rating |
|---------------|------------|--------------------|--------------------|-------------|
| October 2012 | 68 | \$50,447.50 | \$59,350.00 | 0.00 |
| Totals | 68 | \$50,447.50 | \$59,350.00 | 0.00 |

Billing Plan

| Start Date | End Date | # Spots | Net Amount | Gross Amount |
|------------|----------|---------|-------------|--------------|
| 10/01/12 | 10/14/12 | 68 | \$50,447.50 | \$59,350.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-------|------|-------------------|-----------------|------------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N 1 | WEWS | 10/08/12 | 10/14/12 | M-F GMC 5-6a M-F GMC 5-6a | CM | 5-6a | MTWTF-- | :30 | 5 | \$400.00 | P-2 | 0.00 | NM | 5 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | MTWTF-- | | | | | 5 | \$400.00 | | 0.00 | | | |
| N 2 | WEWS | 10/08/12 | 10/14/12 | M-F GMC 6-7a M-F GMC 6-7a | CM | 6-7a | MTWTF-- | :30 | 5 | \$550.00 | P-2 | 0.00 | NM | 5 | \$2,750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |



WEWS

Print Date: 10/10/12

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Contract / Revision 313863 Flight Dates 10/08/12-10/14/12

Hiatus Dates

Original Date / Revision 10/04/12/ 10/05/12

Order Sep 00:20:00

Advertiser Republican Senate Campai Product

Estimate #

| | | | | | | | | | | | | | | Totals | |
|-------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| N 2 | WEWS | 10/08/12 | 10/14/12 | M-F GMC 6-7a M-F GMC 6-7a | CM | 6-7a | MTWTF-- | :30 | 5 | \$550.00 | P-2 | 0.00 | NM | 5 | \$2,750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | MTWTF-- | | | | | 5 | \$550.00 | | 0.00 | | | |
| N 3 | WEWS | 10/08/12 | 10/14/12 | M-F 9-10a M-F 9-10a | CM | 9-10a | MTWTF-- | :30 | 5 | \$550.00 | P-2 | 0.00 | NM | 5 | \$2,750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | MTWTF-- | | | | | 5 | \$550.00 | | 0.00 | | | |
| N 4 | WEWS | 10/08/12 | 10/14/12 | M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz | CM | 4-5p | MTWTF-- | :30 | 5 | \$900.00 | P-2 | 0.00 | NM | 5 | \$4,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | MTWTF-- | | | | | 5 | \$900.00 | | 0.00 | | | |
| N 5 | WEWS | 10/08/12 | 10/14/12 | M-F 6-630p News M-F 6-630p News | CM | 6-630p | MTWTF-- | :30 | 5 | \$1,300.00 | P-2 | 0.00 | NM | 5 | \$6,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | MTWTF-- | | | | | 5 | \$1,300.00 | | 0.00 | | | |
| N 6 | WEWS | 10/08/12 | 10/14/12 | M-F 10-11a M-F 10-11a | CM | 10-11a | MTWTF-- | :30 | 5 | \$550.00 | P-2 | 0.00 | NM | 5 | \$2,750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | MTWTF-- | | | | | 5 | \$550.00 | | 0.00 | | | |
| N 7 | WEWS | 10/08/12 | 10/14/12 | M-F 12-1230pm News 12-1230p News | CM | 12-1p | MTWTF-- | :30 | 5 | \$800.00 | P-2 | 0.00 | NM | 5 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | MTWTF-- | | | | | 5 | \$800.00 | | 0.00 | | | |
| N 8 | WEWS | 10/08/12 | 10/14/12 | M-F 3-4p Katie M-F 3-4p Katie | CM | 3-4p | MTWTF-- | :30 | 5 | \$900.00 | P-2 | 0.00 | NM | 5 | \$4,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | MTWTF-- | | | | | 5 | \$900.00 | | 0.00 | | | |
| N 9 | WEWS | 10/08/12 | 10/14/12 | M-F 5-6p News M-F 5-6p News | CM | 5-6p | MTWTF-- | :30 | 5 | \$950.00 | P-2 | 0.00 | NM | 5 | \$4,750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | MTWTF-- | | | | | 5 | \$950.00 | | 0.00 | | | |
| N 10 | WEWS | 10/08/12 | 10/14/12 | M-F 7-730p 7-730p The List | CM | 7-730p | MTWTF-- | :30 | 5 | \$1,000.00 | P-2 | 0.00 | NM | 5 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | MTWTF-- | | | | | 5 | \$1,000.00 | | 0.00 | | | |
| N 11 | WEWS | 10/08/12 | 10/14/12 | M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir | CM | 1135p-1207x | MTWTF-- | :30 | 5 | \$900.00 | P-2 | 0.00 | NM | 5 | \$4,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | MTWTF-- | | | | | 5 | \$900.00 | | 0.00 | | | |
| N 12 | WEWS | 10/08/12 | 10/14/12 | SA 12a-1a CSI Miami Late SA CSI Miami Late | CM | 12a-1a | -----S- | :30 | 1 | \$400.00 | P-2 | 0.00 | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S- | | | | | 1 | \$400.00 | | 0.00 | | | |
| N 13 | WEWS | 10/08/12 | 10/14/12 | SU 12a-1a CSI Miami SU CSI Miami | CM | 12-1a | -----S | :30 | 1 | \$400.00 | P-2 | 0.00 | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | | | | | 1 | \$400.00 | | 0.00 | | | |
| N 14 | WEWS | 10/08/12 | 10/14/12 | SU 6-630p News SU 6-630p News | CM | 6-630p | -----S | :30 | 1 | \$1,300.00 | P-2 | 0.00 | NM | 1 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |



WEWS

Print Date: 10/10/12

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Contract / Revision **313863** Flight Dates **10/08/12-10/14/12**

Hiatus Dates

Original Date / Revision 10/04/12/ 10/05/12

Order Sep 00:20:00

Advertiser **Republican Senate Campai** Product

Estimate #

| | | | | | | | | | | | | | | Totals | |
|--------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| N 14 | WEWS | 10/08/12 | 10/14/12 | SU 6-630p News SU 6-630p News | CM | 6-630p | -----S | :30 | 1 | \$1,300.00 | P-2 | 0.00 | NM | 1 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | | | | | 1 | \$1,300.00 | | 0.00 | | | |
| N 15 | WEWS | 10/08/12 | 10/14/12 | M-SU 11-1135P Late News M-SU 11-1135P Late News | CM | 11-1135p | MTWTF-S | :30 | 3 | \$2,400.00 | P-2 | 0.00 | NM | 3 | \$7,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | MTWTF-S | | | | | 3 | \$2,400.00 | | 0.00 | | | |
| N 16 | WEWS | 10/08/12 | 10/14/12 | M-F GMA 7-9a M-F GMA 7-9a | CM | 7-9a | MTWTF-- | :30 | 5 | \$900.00 | P-1 | 0.00 | NM | 5 | \$4,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | MTWTF-- | | | | | 5 | \$900.00 | | 0.00 | | | |
| N 17 | WEWS | 10/08/12 | 10/14/12 | SA-SU GMA 8-9a SA-SU GMA 8-9a | CM | 8-9a | -----SS | :30 | 2 | \$775.00 | P-1 | 0.00 | NM | 2 | \$1,550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----SS | | | | | 2 | \$775.00 | | 0.00 | | | |
| Totals | | | | | | | | | | | | | | 68 | \$59,350.00 |